COHEN'S GREATEST MERCHANDISE EVENT IN YEARS.

If any house in New York was ever strong in White Goods it

There are enough White Goods at Cohen's, if displayed to ad-

was Sweetser, Pembrook & Co. Thousands of cases were turned

over by this firm every season. The stocks were foreign and



This is the Cohen manner of selling; it helps us by helping you,

The Sweetser, Pembrook & Co. Stock

and what these two million dollars' worth of merchandise was slaughtered for, will be exhibited in this store, beginning with the opening of the doors on Monday. Our old well-trained buyers have achieved the success of years, and all Richmond shall benefit through this store's advantage. Many goods not enumerated will be on sale, as the task of laying out and marking them took too long to get in this advertisement.

Cohen's Stock of Embroideries

are at all times the surprise of the town. It is at its highest pitch at this time-every kind and width at from 10c to 50c on the dollar.

Wide Flouncing Embroideries, that you would think a bargain at 25c-you will find a counterful for 12 1-2c as yard. Others at 12 1-2c are the Fine French Embroideries, Swiss and Nainsook Edgings and Insertings, imported to sell from 2c to 35c.

Floundings at 10c—We have seen the best merchants brag on these at 35c. best merchants brag on these at 35c.

25c and 35c for Wide Flouncings and
Corset Cover Embroideries, to 18 inches
in width, that all the New York retailers
sell at from 60c to 69c.
See the Embroideries at 5c, 7c and 9c—
it is conservative to say that they are
worth double.

Allover Embroideries sell here for 29c that should sell for 50c; at 50c any that should sell for 76c to 93c; 75c and 98c buys Allover Embroideries that cost to \$2.50.

The Second Floor Garment Store

We have a wonderful sale Monday, shut your eyes and buy any garment at any price and it will be right. No other kinds are allowed to come here.

Shirtwaists Exhibit an

Instance.

Marquise Waisis, white muslin, trimmed in various ways, value to \$4; choice, \$4. White Lawn Shirt Waists, hemstitched, tucked and embroidery trimmed, will be \$250 each.

Biamine Waists, value \$1.50, for 65e.
Black Mercerized Waists, made to sell for \$1; sale price will be \$37 1.2c.
In the White Waist for 98e you can pick styles that cost up to \$1.76.
White Medallion and Embroidery Trimmed Fine White Lawn Waist, best \$1.25 value, price 75e.

\$5 Japanese Slik Waists, elaborately embroidered, Monday the astonishing price is \$2.50.

The Infant Department

The Infant Department

partakes of to-day's bargain story.

One among the best Infants' 25c Caps of the season on sale Monday, 12 1-2c, Infants' Long Cloth Dresses, tull length, will be 18c each; the sewing cost more. Beautiful White Dresses for 30c, 69c and 75c; cost to \$1.40.

Infants' Caps for 25c, 30c and 50c; you may choose from caps that cost to \$1.10.

Handsome Mull and Chiffon Hata, white, pink and blue, that cost to \$1.50, for \$1.

Sale of Silk Sults.

men's Skirts.

White Shoulder Shawls, in Shetland floss, Germantown and lee wool; also silk, all kinds, shapes and colors, from 25c to \$4.50.

Comforts in the price and styles as well; white or colored, a great variety of the wool; also silk, all kinds, shapes and colors, from 25c to \$4.50.

Sale of 11,200 Dozen of Muslin Underwear.

The greatest purchase ever made in this line. Made by one of the cleanest makers in the State of Pennsylvania. An offer made for the entire stock brought them here at an average of 61c. on the dollar. Several extra employes will be put in the department to help you. Every garment can be relied upon as to perfection of sewing and good materials.

Gowns at 50c. A variety of the most beautiful styles that cannot be matched under 88c.

Gowns at 86c.

Most of them of soft nainsook, some 13 styles all told; you may choose from gowns that cost \$18 a dosen at this price. Gowns at 44c.

The same that have been sold for 69c. Gowns for 98c.

We doubt whether some of these can be bought even at \$2—the dainty, fine summer styles gotten up by one of the expert underwear rotaliers of New Orleans.
All the garments sold during this sale are for our retail trade alone, so we want our patrons to have the benefit—none sold at wholesale.

\$1.48 Skirts for 86c. The choice is from dozens of styles embroidery or lace trimmed.

\$1.20 Skirts, 79c.

\$2 and \$1.85 Skirts, 88c Every variety; we have no doubt they are sold by many merchants at \$2.50; lace or embroidery trimmed. \$3.25 Skirts, \$1.65.

\$2.75 Skirts, \$1.48. \$2.25 Skirts, \$1.19. Trimmed with blind embroidery.

\$3,98 Cluny Skirts, \$2.48 me 13 from \$5.00 Cluny Skirts, \$2.98 69c Skirts for 48c.

50c Cambric Drawers, 25c Lawn, umbrella ruffles, with pin tucks and hemstitched homs; a dozen other styles of lace trimmed Drawers at, this price.

\$1 Drawers, 59c. Button embroidery, lace trimmed and variety of other trimmings. 50c. Corset Covers, 29c.

Round neck, lace trimmed back and 98c Corset Covers, 50c.

A variety of 27 styles to choose from; not one that retails for less than 75c. \$1.25 Corset Covers, 69c.

Trimmed with the finest Val. laces. \$2. Corset Covers, 98c.

We have simply stated those articles which have come most prominently before the writer. Such a sale of muslin Underwear never occurred here before.

The Influence of Cohen's Basement Is Felt All Over Richmond.

The Basement Cotton Fabrics

are here by the thousands. Sweetser's had a distinct department of goods bought at special sales, and all these bargains are half the price at Cohen's.

The real French Organdics—Keechlein's make—4.600 yards to be sold, all manufacturers' ends, enough in any one design for any purpose—600 Organdles for 100 a yard.

Embroidered Muslins, in all the designs the manufacturer produced, 120 and 160 qualities, for 90.

So American Battste, every color that the manufacturer made, price 4 3-40.

Imported Dimities, all the neat, beautiful colors and designs, made in Scotland by the best manufacturer; sale price will be 8 1-20.

The 4-4 Sea Island Percales are being sold in all the best styles for 9 3-40.

4-4 Cambric Pinished Bleached Cottons, 80 grade, for 6 1-40.

7-4-2 yards of Sersuckers, that sell for 100 all over the United States, are priced 5 3-40.

Light Shirting Prints, 4 1-20.

Androscoggin, best yard wide ofton, 70.

3-60 yards Indigo Prints, in all variety of white figured designs, small and medium; price will be 4 3-40 a yard.

25c. grades.

15c a yard—White Sheer Organdles, 2 yards wide, 25c to 40c grades.

10c a yard—Very fine sheer grade of India Linon, worth 16 2-3c.

Knit Underwear Worth a

Half More.

17c each—Women's 25c Vests, deep lace yoke back and front, full trimmed.
25c each—39c Cream Silk Mercerized Vests, silk trimmings and open lace rib.
12 1-2c each—Women's Extra Elastic Bleached Ribbed Lisle Thread Vests, silk trimmings.

40c White Goods in the Muslin Underwear, 7c to 48c a Garment.

29c each-50c Cambric Night Gowns, yokes of hemstitched tucks. 280 each-Night Gowns in several styles, yoke of lace or embroidery, in-serting and tucks. 44c each-Gowns of Cambrio or Muslin, square or V neck and embroidery

square or trimmed. 390 each—38 dozen full length Cambric Skirts, with tucked lawn ruffle and hem-stitched hem. 480 each—Cambric Skirts of full length wide torchon lace ruffle.

10c each-Full Front Cambric Corset Covers, in all sizes, low neck. 70 each-Corset Covers, trimmed with coronon lace, all sixes.

19e a pair—Lace Trimmed Muslin Drawers, deep ruffle; some have hemstitched tucks. Summer Lap Robes,

Linen Carriage and Buggy Robes, that cost to \$2, for 39e to 65e each—less than the government duty on them.

Misses' Parasols, 38c.

trimming.

9e each—Women's best usual 12 1-2c
Vests—360 dozen at this price, full
trimmed and all sizes.

7e each—120 dozen Misses' and Children's Full Trimmed Bleached Vests,
taped neck and arms.

4e each—Women's Vests, in ecru and
colors, full gizes. In fancy styles, 16 and 18 inch sizes-the regular price is 50e to 75c. 650 each—Women's and Men's Umbrel-ias, in-fancy and trimmed handles, gloria and carola, and are \$1 and \$1.25 values; the price is to clean up the lot.

Hundreds of Quilts From

Full Size Crochet Quilts will be 45c and

\$5, are \$3.50. Hand Tied Fringe \$6 Marseilles Quilts,

Elegant quality Pillow Cases will be 10c and some will be 9c. All those that should be 10c and 25c are 12 1-2c each. Hemstitched Pillow Cases are 15c. Linen Finshed Bleached Sheets, 9-4 size, at the remarkable price of 45c. All the 65c Sheets will be 50c each; the 75c ones, 55c.

\$8 for \$10.50 Handsome 12-plece Two

\$1 Curtains, 50c.

Spectacles and Eyeglasses.

\$1 Gold SPRING Eyeglass \$1



A GREAT OFFER.

We place on sale Monday our SOTED GOLD SPRING CRYSTAL LENSE EYE-GLASS. Other optical stores charge \$5; our price, \$1.

Our optical expert will test your eyes and give you advice free. Headaches, dizziness, black spots before

the eyes, dull pains in the eyeballs or head are cured by our Crystal Lenses. Money refunded if our expert fails to

All-Wool Black Mistral

that sold for 75c, will be on sale for 25c a yard, only at retail.

All Wool Black Voile, 38 inches wide, unmatchable price 25c.

Black Mohair Sicilian, that no one has ever seen at less than 60c, full weight and width, 35c a yard.

Black Blik Mohair, 48 inches wide—Sweetzer's price \$1.77, our price \$1.10, Pure Black All Wool Baliste, always 50c, for 20c a yard.

\$1.25 French Voile, black, for 75c.

Cohen's Third

1 1-4 yards wide Table Oil Cloth, newest patterns, 12 1-20 a yard.
Fancy China Mattings, 6 3-40 a yard.
Jointless China Mattings, 100 a yard.
Best 180 and 200 China Mattings, 150 a yard.
Linen Warp Mattings, carpet patterns,

Trunks for Outing.

Canvas Covered Roller Tray Trunks, iron bound, brass lock and two straps, \$2.75. 2.75.
Canvas Covered Trunks, iron bound.
brass lock, size 32 inches, \$4.25.
Fibre Eound Canvas Covered Trunks,
brass trimmed, excelsior lock and clamps
and two straps, \$5.
Rawhide Bound Brass Trimmed Linen
Lined Roller Tray Trunk, 38-inch, two
straps, \$14.
Brass Trimmed Suit Case, linen lined,
\$2.

J. HOWARD SWEETSER. sand lots, among them:

The Sweetser Wash Fabrics. Stock of

Makes a sale to be remembered as a life happening. All the newest goods of this season are in the offerings. You can pick from a thou-

said lots, among them:

French Organdies that were 35c wholesale for 15c a yard.

Gauze Voile Bourettes, in all colors, 25c goods, for 9 1-2c.

French Chambrays, in new beautiful colorings, nearly yard wide, that were 35c wholesale, for 12 1-2c a yard.

Mercerized Imported Mulls, in newest design of printing—12,000 yards that was to retail at 25c—will be sold for 0 1-2c a yard.

Silk Mercerized Foulard Taffetas, in all the newest colors, that were 35c, are priced 12 1-2c.

English Ginghams—Johnson's make—in all the solid colors, checks and stripes, always 25c, choice 9 1-2c.

Imported Skirting Poplin, in woven colors, has rotailed all over New York for 35c, all ehades, including champagne, for 15c.

The newest of the Embroidered Dot Muelins—solid colors or figures—thousands of yards that were 12 1-2c are here at 9c a yard.

Sweetser, Pembrook & Co. and Their Stock of Silks

has been one of the powerful parts of their great business. Their claim of turning the stock over three times every season exceeds that of any other house perhaps in America and is the immediate cause of all being new, this season's silks.

The Entire

Stock of Veiling

Cohen Co. for 25c a yard.

Pembrook & Co.'s

is too well known to need fur-

ther comment. We bought a

large lot of them. Owing to the

late arrival of the goods, it is

impossible to give a full cata-

29e a yard—Walsting and Shiving Linen, soft finish, pure flax, grass bleached and double width.

39e a yard—2 yards wide Half Bleached Table Damask; the wholesale price was

Table Damask; the wholesale price was
All the \$1.25 Damask at wholesale will
be here at \$8e a yard.
Large 3-4 Dinner Napkins, sold at wholesale at \$3.38, will be sold at \$2.50.
All the Damask Table Linen that we
have that Sweetzer, Pembrook and Company sold for \$1.56, is \$1 a yard. The
same quality Napkins, wholesale price
\$2.30, our price \$3.
61-inch Suiting Linen, wholesale price
\$2.1-2c; Cohen's price 69c,
15-inch Sanitary Birdseye, soft bleached,
50e a piece of 19 yards.

There will be gloves for 5c, 7c, 9c and 15c, all of which were about 25c values. There are some long lengths at 25c that were 69c. These lots include Mitts as well as Gloves.

Finger Tip Silk Gloves for 39c and 50s.

The \$1 Finger Tip Silk Gloves are 75e.
All Sweetzer's \$1 Kid Gloves, in black and color, for 50e a pair.

75c Brooch Pins, 19c

2.000 Brooch Pins. Tie Pins and Hat Pins, imported to sell at 50c and 75; choice any, 10c each.

All Richmond's

Hands Can Get

Gloves Monday.

logue of what will be on sale.

sold for 19c a yard.

6,000 yards.

Sweetser,

Linen Stock

as they were sold in the new

spring styles in New York up to

\$1 a yard, will be sold by the

Veilings all up to 40c will be

The stock includes every kind

and color, and there is about

of all being new, this season's silks.

Silk Mousseline de Paris, in every color of the rainbow and not known anywhere for less than 50c; our price will be 25c a yard.

The 50c Crepe de Chines are known by every Richmond shopper; some of the embroidered ones were sold at 75c; all colors and black, choice 29c.

Plain Silk Mulls—the soft, ollingy 25c ones, in black, white and colors—are 15c a yard.

Silk Organdles, the most artistic summer material of the season; thousands of yards, in every color, that were printed—instead of 59c, are 29c.

Hack Japanese Summer Silk, hand loom, full lustrous finish, 25c a yard.

The usual 35c White Hand Loom China Silk will be 19c.

There are many others, but you must come to the store to see them.

A City's Ribbon Wants Can Be

Filled Here. No matter what the quality wanted or the price elsewhere, we can supply the want at prices that are matchless in Richmond. 3 1-2 inches All Silk Fancy Ribbons, in white, black and all colors; special price 6c a yard.
 4-inch Satin Taffeta Ribbons, all shades.

4-inch Satin Tarreta Ribonis, all shades, 12 1-2c a yard. 5-inch Finest White Satin Taffeta Rib-bons, worth 33c, for 19c a yard. 4-inch Wide Liberty Satin Taffeta Rib-bons, all colors, 17c a yard.

1,000 yards Taffet Ribbons, in all good shades, good quality, for 10c a yard.
4 inches wide Soft Taffeta Ribbons, in all colors, made to sell at 17c, for 12 1-2c all colors a yard.

4 1-2 inches Moire Taffeta Ribbons, beautiful quality, 18e a yard.

Cohen's Hosiery Stock

has made itself known this season by the many surprises in the prices. The buyer is too well up in good Hosiery to place anything on sale that is not good. Monday will be one of the live-

Monday Will be one of the live-liest selling days.

Women's 60c Black Open Lace Liste
Imported Stockings will be found here at
23c. This price also includes lace liste
in the tans and black; also the Rem-brandt in black and tan and plain gauze
liste in black and tan.

Women's Gauze Cobweb Liste Stockings, the best 25c quality ever sold, for
15c.

Women's Alexen Leas Stockings in

50-Inch Colored Mohair Sicilian, 59c

It is silk finish and the Sweetser, Pembroke & Co. price was

29c a yard—French Albatross and Batiste, full double width and all colors.
25c a yard, special—All Wool Volles, 38 inches wide, that sold for 56c.
29c a yard—Pin Striped Mohair, imported to sell for 59c,
60c a yard—Tissue Etamines, 48 inches wide, best \$1 grade.
50c a yard—Cream Mohair Siellian, in plain and fancy effects.

Basement, 15c, 6 1-4c a yard-10c White Repp and Pique Skirting. 5c a yard-India Linons, Persian Lawns and Crepe Madras, all 10c and 12 1-2c values.

9 1-20 a yard—Mercerized Striped Organdles, Fancy India Linons and Etamines, cost 16 2-56 usually.

19e a yard—White Wash Chiffon and Persian Lawns, 45 inches wide, all the finest grades, that retail at 250 to 250.

12 1-2e a yard—2200 yards double fold Sheer White Persian Lawns, the 19c to 25c. grades.

Women's Allover Lace Stockings, in Women's Allover Lace Stockings, in several styles, 19e.
Misses' and Children's Seamless Fine Ribbed and Allover Lace Seamless Stockings, sizes to 9 1-2, at the remarkable price of 10e a pair.
Misses' and Children's Allover Lace Stockings, in black or white, the usual best 50c. ones, for 20c.

These prices will remind you of them:

Little Things.

Column of

50 gross Pearl Buttons, worth 10c, for Se a dozen.
Hose Supporters, in black and white, for misses, women and children, 5c a pair. 0 gross best 20c Dress Shields, 10c a

pair.

Long Hat Pins, 3c a dozen.

Hair Pins, 2 packages for ic.

25 styles of special White Beading, 6c and 10c; worth a great deal more.

10 gross 10c Japaness Fans are 5c each, Women's 25c Satin Front Hose Supporters, 10c a pair.

Black Garter Elastic, all widths, 5c a vard.

Girdle Forms, best made, acceptable for the cach.

10 gross Priscilla Tollet Soap, highly perfumed, 2 1-2e a cake.

5c White Floating Soap, 2e a cake.

5 gross 25c Hair Brushes, 15c each.

Allen's Extracts, all odors, trial size, cut to 5c for Monday.

Cohen's Lace Business

has come to three times that of a year ago. The cause of it is apparent in the price when you

touch the lace counter.

touch the lace counter. The new Trimming Laces, up to 5 inches wide, the most wonderful price ever given, Se a yard for your choice of a counterful. 5c a yard for Point de Paris Edgings and Insertings and wide Medici Laces. 8c and 5c buys Wash Laces that are most perfect imitation of the real and launder perfectly. 26 cartons of Val. Laces just arrived; the saving is 30 per cent. from any price ever given. 25c a dozen buys Val. Laces that are worth 35c and 40c; some are 12c and 15c a dozen; others are 50c and \$1.25 a dozen; that cost to \$2. Special prices on the new Net Top Laces, in white or ecru, 15c, 10c and 25c; widths to 12 inches, suitable for the lingeric hats. New Teneriffe Insertings for trimming organdies and soft mulls, 25c a yard. Lot of Val. Allovers for walsts and yokes will be put on sale Monday for 26c a yard. yard. Girdle Forms, best made, 19c kind, 10c

50c Belts, 25c.

White Kid Belts, best 50c ones, are 25c. Women's Peggy Bugs, made to sell as special at \$1, are The each.

the Sweetser

Sheets and Pillow-Cases.

The Heaviest Single Bed Quilts, instead of \$1.35, are \$1.
Full Size Crochet Quilts, \$5c.
The Olyptic White Quilt, that sells for \$2.50, will be \$1.08.
200 of the best \$5 Marsellles Quilts, largest size, \$3.75 each.
Mercerized Marsellles Quilts, instead of

less than cost of the cotton.

250 for 10 bars-Chic Laundry Soap.

Swiss Summer Curtain Muslin, extra width, best 13 1-20 quality, embroidered muslin, 6 1-4c. A lot of Ruffled Muslin Curtains that were \$1 and \$1.25, 50c and 75c a pair.

The Heaviest Single Bed Quilts, instead

Sheets and Pillow-Cases for

Wanted Houseware,

\$5 for \$10.50 Handsome 12-piece Two
Toned Gold Stippled Toilet Sets.
\$5 for a Gold Traced Toilet Set, with
jar, raised decoration in blue, pink or
green color effects.
\$1.69 for 10-piece Brown Decorated
Toilet Sets.
10e each—Decorated Vegetable Dishes.
25e each—Delain White Embossed Clima
Covered Dishes.
110e a dozen—Decorated Japanese Cups
and Saucers.
15e for 25e Jardiniers.
30e each—Qak Fire Screen, with imitation silk filling.
3e each—Straw Porch Seats.
5e a dozen—Fruit Jar Rubbers.
60e a dozen—Imitation Cut Glass Water
Goblets.

ioblets.
50e a dozen—Lee Tea Glasses.
10e each—Wire Dish Covers, either oval
or round; others at 15e, 20e and 25e.
Nursery Refrigerators and Water Coolirs, in all sizes and qualities, at lowest

Floor to the Front.

824.

Solid Leather Suit Case, brass trimmed, linen lined, \$4.

Canvas Telescopes, linen lined—14-inch, 29e; 18-inch, 19e; 18-inch, 49e; 20-inch, 69e; 22-inch, 69e; 24-inch, 79e.

vantage, fill the entire first floor. 12 1-2c a yard—White Biarritz Skirting Poplin, that sold for 25c. 9c a yard—Mercerized Oxfords, Dimity, Plque, Mercerized Btamine, Momie Macok, the quality that generally sells for 3cok, and 10c. 15c a yard—One of the new mercerized face yard—One of the new mercerized face yard—One of the new mercerized face yard—One of the ne

The Don't Worry

White Goods.

vantage, fill the entire first floor.

American.